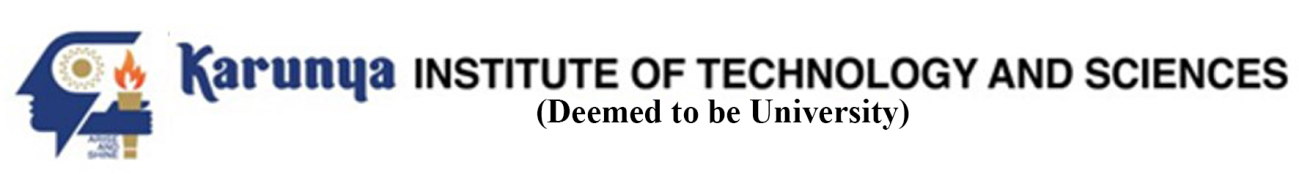
Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov/Dec – 2018**

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| --- | --- | --- | --- |
|  |  |  |  |
| **Code :** | **17BB2004** | **Duration :** | **3hrs** |
| **Sub. Name :** | **MANAGERIAL ECONOMICS** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q. No.** |  | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Managerial economics helps in decision making in the framework of uncertainty and scarcity of resources. Discuss the statement and elaborate with an example. | CO1 | 20 |
| (OR) | | | | |
| 2. |  | Write short note on:   1. Determinants of Demand 2. Micro Vs Macro Economics 3. Marginal concept | CO1 | 7+6+7 |
|  | | | | |
| 3. |  | What is Demand Forecasting? Explain the concept with suitable example. | CO2 | 20 |
| (OR) | | | | |
| 4. |  | Define elasticity of demand and distinguish its various types. | CO2 | 20 |
|  | | | | |
| 5. |  | Explain Break Even Analysis with a suitable example | CO3 | 20 |
| (OR) | | | | |
| 6. |  | Explain and illustrate:  i) Law of Diminishing return ii) ISOQUANT curve | CO2 | 20 |
|  | | | | |
| 7. |  | Illustrate how a firm under Monopoly. Determine the price of the product. | CO4 | 20 |
| (OR) | | | | |
| 8. |  | In a perfect competitive market, a producer is only a ‘price-taker’ and not ‘price maker’ – Discuss | CO4 | 20 |
| **Compulsory :** | | | | |
| 9. |  | Being a manager in a Company, discuss how important is the Equilibrium concepts for your business? Explain the concept with the suitable graph and table with the help of assumed values? | CO2 | 20 |